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# Robelo and Jones Featured in Honors' 2014 Magazine

June 26, 2014

Betty Foy Sanders Department of Art Honors students **Paola Robelo** and **Cyndee Jones** were featured in the 2014 issue of [Honors @ Georgia Southern](#), *Inquiry and Creativity*. Graphic design professor Ed Rushton was both Robelo and Jones' faculty advisor who guided them through their research. Robelo, an international student focused on the difference in design between cultures and Jones researched how graphic design could impact recycling and sustainability.



**HONORS**  
**@ GEORGIA SOUTHERN**  
SPRING 2014 ISSUE

**INQUIRY AND CREATIVITY**

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**Paola Robelo**  
Graphic Design  
Culture in The Layers of Graphic Design  
Edward Rushton

International student Paola Robelo may be more than 2000 miles away from home, but she has found a second family with the University Honors Program. Having lived for extended periods of time in both the United States and Honduras, the graphic design major began to notice that each culture features unique graphic design within marketing campaigns. Her Honors Thesis explores this effect of culture on a region's graphic design techniques. Robelo said of her project, "I thought it would be interesting to see how a country's unique culture affects how graphic designers choose to create their products. Today we live in such a globalized society—I wanted to see how individual regions of the world have reacted to this globalization within the field of graphic design." According to her research findings, those countries which have only recently adopted the use of the graphic design industry are more likely to feature culture specific products. Graphic designers in the Middle East, for example, tend to produce designs which directly reflect Middle Eastern culture. Conversely, larger nations whose graphic designers have more experience overall tend to feature globally focused work. Rather than display the particular culture of their region, these graphic designers attempt to create products that appeal to a wider range of the global society. Robelo believes that by analyzing cultural influences on graphic design, those who work in the field will be better equipped to design products that can effectively communicate within specific regions of the world. Involved both academically and philanthropically throughout her time on campus, Robelo shares that it was her time in the University Honors Program that most affected her experiences at Georgia Southern. "Being so far from Honduras, the Honors Program truly became my home away from home. I knew that there were always people in the office who were eager to help me succeed and to encourage me to take on new challenges. I will always be thankful for my time as an Honors student." Following graduation, Robelo plans to pursue a career in graphic design, bringing her unique perspective to the field. Kelsey Krone

**Cyndee Jones**  
Graphic Design  
Bringing Design to Life: Three-Dimensional Graphic Design  
Edward Rushton

important issues that they otherwise might not have cared about. Art major Cyndee Jones chose this latter approach to use graphic design to encourage the awareness of recycling and sustainability. Since August 2013, Jones worked diligently on a piece she felt could make a difference in how people thought about sustainability. While much of today's graphic design is created on computers, Jones decided on a more hands-on approach. "I think it showcases something that not many graphic designers can do, which is thinking three-dimensionally." She crafted letters out of scavenged cardboard and spelled out the word "Recover." Feeling that "Reduce, Reuse, Recycle" did not have the same impact it once did, she picked a word that would spark a fresh reaction in her audience. She photographed the word in different locations around Georgia Southern's Sweetheart Circle and distributed them in poster format. In this way, she turned a three-dimensional concept into a more accessible medium for a wider audience, thereby spreading the potential impact. According to Jones, the University Honors Program enhanced her college experience and her project. She said, "I'm confident that it has prepared me for my career after graduation, preparation I otherwise would not have had. You're surrounded by students who want to learn and professors who want to help you achieve your goals." Jones also incorporated the influence of the experiential learning requirement of the University Honors Program into the process of her project. From assessing the technology needs of nonprofit organizations, to the humane society, to being secretary of the Goy-Straight Alliance, Cyndee gained many experiences each year. "Just giving back to the people, lending a helping hand, it became a personal requirement for my Capstone project." After graduation, Jones plans to pursue work at a design firm or through in-house designing. She wants her future projects to inspire positive action and attitude in all her clients and people she works with. Michael Conner

Visit our YouTube playlist to watch our student produced piece featuring Paola Robelo

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